Mobile Marketing: Perspective towards Traditional Marketing and Smartphone Technology

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Abstract

Market is a place where buying of goods and availing of services take place. The core objective of every business is to satisfy the needs of the consumers, right from buying of a product till the ultimate use of that product. The role of traditional marketing has its own significance. The concept of after sales service is playing a competitive role in every industry. It is one of the ways where organization is building a relation with their consumers. The enhancement of technology has taken its place worldwide, and with this the trend of mobile marketing is playing a significant role globally. The use of Smartphone technology day by day is getting enhanced. In this present era the consumers' buying preference is getting improvised.

Keywords: *Mobile Marketing, Traditional Marketing, Smartphone Technology*

Paper Type: *Perspective*

Introduction

Traditional Marketing

We are familiar with the traditional way of conducting business, wherein personal presence of human interactions was taken into consideration. Though is the oldest form of marketing, buying and selling of commodities, it still has its own life in commercial markets.

The traditional business is based on the following rules;

- It needs to hire sales executive, sales manager, accounts and other staffs.

- Specific working hours.

- Requires a specific, well built location, renting/purchasing, hiring of staff, advertising.

- No sharing of information.

- The basis of a traditional business largely depends on the frequency of new and old customers buying from them the business running.

Things are changing drastically, in order to stay in connection and thrive, it is very important to break-through these conventional rules and adapt the latest technology in conducting business.

E-Business uses the technology of digital information processing and electronic communications through internet. And moreover, the most recent one, the emerging trend in the field of commerce through telecom technology. With its wide use of latest application, Smartphone Technology has given a huge rise in the field of commercial world.

Mobile Marketing

The emergence of Mobile Marketing through Smartphone technology inclusively provides its clients with business, brand and marketing strategies and services. Mobile Marketing focuses on programs that have positive impact, both commercial and in social world of business.

With the enhancement of Smartphone's technology, the use of Smartphone applications has been increased tremendously. Mobile marketers have increasingly taken advantage of Smartphone applications as one of an essential marketing resource. Marketers are focusing to increase their visibility through Smartphone application.

Objectives

1. To study consumers' preference on Traditional marketing and marketing through Smartphone.
2. To analyze the consumers' future preference on Traditional and Smartphone marketing.

Scope of the Study

The study was conducted with a view to revise the concept of traditional market, keeping in mind the significant value and its overall existence. On another hand the emergence of mobile marketing through the use of Smartphone is a revolution to that of a traditional one. Here is a comparative study conducted on Traditional Market and Mobile Market through Smartphone, wherein there is further scope to conduct more specific and precise research on similar topics.

Limitation of the Study

The study was limited on various factors, due to time constrain. Demographic factors were not taken into consideration while collecting data.

Research Design

Research designs can be conveniently described into categories, however while conducting the specific research descriptive design has been opted for. This specific study has been conducted on the basis of facts and characteristics concerning individuals and specified objectives.

Sample Design

A small area within Mumbai has been selected for conducting research.

Methods of Sampling

The researcher has opted for Probability method of sampling wherein each element of the population designed under sample would have equal chance of getting selected. Simple random sampling has been preferred while collecting data.

Sources of Data Collection

Data has been collected through primary and secondary sources. Primary data has been collected through a well structured questionnaire. Whereas secondary data was collected by reviewing various research articles, journals and information available online.

Methods of Data Collection

The data was collected through formal and structured questionnaires. A Well defined, framed and structured questionnaire was prepared. The collection of data has been done personally and has been collected from 50 respondents. While collecting the data it was keenly observed that the data collected would be complete, comprehensive and it should be consistent and reliable.

Data Analysis and Interpretation

Analysis of the responses on the basis of data collected is as under,

Consumers prefer traditional marketing as it seems to be easier and safer
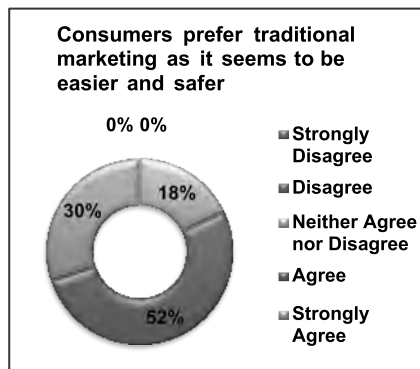
It was observed that consumers prefer traditional marketing as easy and safe. 52% of the respondents have agreed to this statement, 30% were strongly favoring to this statement. 18% respondent neither agreed nor disagreed. It was very clear that there were no respondent who neither strongly disagreed nor disagreed.

Consumers are very comfortable in buying things traditionally; they are habitual towards traditional way of marketing. 86% of the respondents had very strong vision towards this statement, we had 6% who agreed, 8% respondents were still confused, neither agreed nor disagreed with the statement. There were no respondents who neither disagreed nor strongly disagreed with the above mentioned statement.

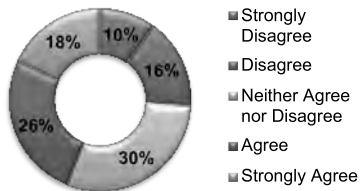Consumers have a habit of buying things in a traditional way
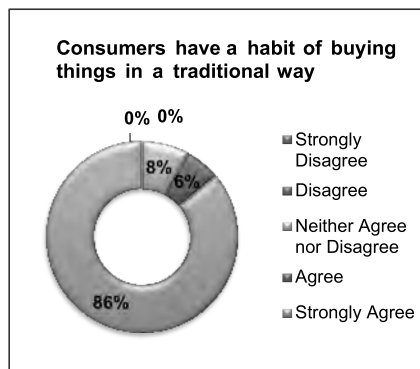
On another hand, consumers' perspective towards mobile marketing through Smartphone technology seems to be equivalent. It was observed through the collected data that 26% consumers strongly agreed that marketing through the use of Smartphone would make things easy and simpler. 24% agreed to the above mentioned statement. 10% are still not sure because they neither agree nor disagree. 24% consumers disagree because they are not in support. For them marketing through Smartphone would not make things easy and simple, supporting to this 16% strongly disagree with the statement.

Marketing through mobile would make things easier and simpler
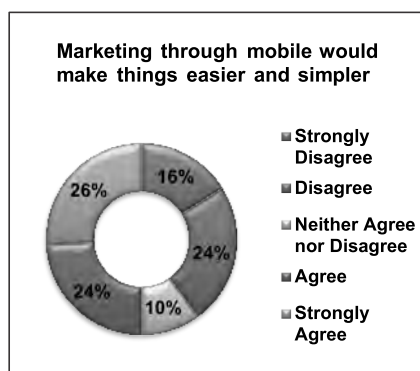
The buying behavior of the consumers would change with the use of Smartphone as 18% of the consumers strongly agree that with the use of Smartphone there would be a change in the buying pattern of the consumers. 26% consumers support this statement by agreeing. There are 30% of the consumers who are still in a dilemma whether the use of Smartphone would come up with changes in the buying behavior. 16% disagree and 10% strongly disagree with this statement.
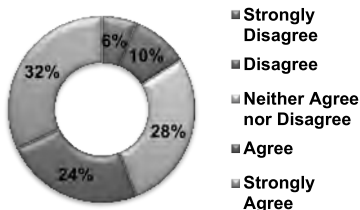
The use of Smartphone would change the buying behavior of the consumers

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

10%, 16%, 30%, 26%, 18%

Consumers would have a positive impact in availing facilities through mobile

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

6%, 10%, 28%, 24%, 32%

Consumers in near future would prefer mobile marketing rather than buying things in a traditional way

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

10%, 8%, 26%, 32%, 24%

Consumers have a positive perspective, they strongly agree. Around 32% of the respondents favored in availing latest technology in their marketing pattern, 24% agree, 28% were not sure about this, hence they neither agree nor disagree, 6% disagreed and 10% strongly disagreed with this.

It was clear that maximum number of respondents had a positive impact on buying things through Smartphones. More emphasis was given to mobile marketing with 24% strongly agreeing and 32% agreeing. There were 26% of the respondents who were still not sure about their buying preferences. On the another hand, 8% of the respondents disagreed and 10% strongly disagreed.

Conclusion

It's quite easy and simple to say that electronic business can be considered as the fast track in today's commercial world. Even a small firm can switch from the traditional paper forms to an electronic one, the use of mobile applications has boomed in the commercial markets. There's a rapid and smooth flow of function going on through electronic business. The workforce is increasing day by day through Smartphones and the work environment itself is becoming smarter than ever. The Upcoming generations' technologies are expected to further accelerate worker's productivity and mobility. The use of wireless devices in the commercial segment is expected to be rapid. The use of mobile applications for conducting business is rapidly changing industries, cities and the expectations of consumers.

Mobile application is complementary to traditional business applications.
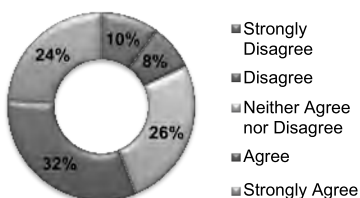
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